

Message Text

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ACTION EUR-12

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R 081030Z APR 76
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 9968

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COMMERCE FOR BEWT/TPD - BLAIR THOMPSON

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: 1976 BRNO FAIR

REF: (A) USDOC 05640, (B) PRAGUE 0431, (C) PRAGUE 0626

1. IN RESPONSE TO REF A PARA 2, PRICES FOR SPACE ARE: UNCOVERED OUTDOOR SPACE, 39 SWISS FRANCS PER SQUARE METER. 3 BY 5 METER CUBICLES WHICH INCLUDE SINK, WATER SUPPLY, AND ELECTRICAL OUTLETS COST 2,400 SWISS FRANCS EACH. FURNITURE MUST BE RENTED SEPARATELY. THESE CUBICLES CAN BE COMBINED TO COVER LARGER AREA. SECURITY GUARD WHO MAY BE NEEDED DURING OFFHOURS FOR EXPOSED EXHIBITS CAN BE HIRED FOR 8 SWISS FRANCS PER HOUR.

2. AS REPORTED REF B, USATECH 76 HAS BEEN GIVEN FIRST OPTION ON A PRIME OUTDOOR LOCATION WITH 594 SQUARE METERS. POST ESTIMATES APPROXIMATELY 90 SQUARE METERS WILL BE CONSUMED BY CUBICLES MENTIONED IN PARA 1 FOR OFFICE AND LOUNGE SPACE. THIS WOULD LEAVE 504 SQUARE METERS FOR ENTIRE EXHIBIT. IF CLARK EQUIPMENT IS ALLOCATED 216 SQUARE METERS, WHICH COMPANY HAD LAST YEAR, 288 SQUARE METERS WOULD BE LEFT FOR REMAINDER OF EXHIBIT.

3. IMPOSSIBLE TO OBTAIN MORE SPACE IN THIS DESIRABLE AREA, WHICH IS AN "ISLAND" WITH FAIR-GOERS CIRCULATING ON ALL FOUR SIDES. FAIR AUTHORITIES SEEM RELUCTANT TO ALLOW SPLITTING OF NATIONAL UNCLASSIFIED

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EXHIBITS, BUT WE HAVE NOT RAISED POSSIBLE SPLITTING OF CLARK OFF

FROM USG EXHIBIT WITH THEM. IF LARGER SPACE REQUIRED, IT IS CERTAIN TO BE IN MUCH LESS DESIRABLE AREA.

4. ANY AREA WE OBTAIN NOW WILL BE OUTSIDE. IF IT BECOMES NECESSARY TO HAVE FULLY ENCLOSED AREA TO HOUSE MORE DELICATE EQUIPMENT, SPECIAL STRUCTURE WILL HAVE TO BE BUILT. EMBASSY WILL NEED DETAILED SPECIFICATIONS TO SUBMIT TO CONSTRUCTION FIRM BEFORE COST ESTIMATE CAN BE OBTAINED. HOWEVER, EMBASSY STILL RECOMMENDS THAT PRODUCT THEME BE RESTRICTED TO MATERIALS HANDLING EQUIPMENT (MHE) FOR REASON DETAILED REF C.

5. EMBOFFS LEE AND MONTGOMERY HAVE APPOINTMENT TO CALL ON FAIR DIRECTOR MATULOVALGN BRNO LATER IN APRIL AND REQUIRE ANSWERS TO

FOLLOWING QUESTIONS (PARA 6) BY APRIL 20.

6. ACTION REQUESTED: PLEASE ADVISE EMBASSY SOONEST ANSWERS TO FOLLOWING QUESTIONS: (A) IS 594 SQUARE METER AREA SUFFICIENT FOR U.S. EXHIBIT, INCLUDING CLARK? (B) IF NOT, DOES DEPARTMENT WANT US TO REQUEST LARGER SPACE FOR U.S. EXHIBIT INCLUDING OR NOT INCLUDING CLARK, DESPITE RESERVATIONS METNIONED PARA 3 ABOVE? (C) WILL WE REQUIRE ENCLOSURE BUILT FOR EXHIBIT?; AND (D) IF ENCLOSURE REQUIRED, WHAT ARE SPECIFICATIONS? (E) IF ENCLOSURE IS NOT REQUIRED, WHAT ARE DEPARTMENT'S REQUIREMENTS FOR ROOF AND/OR CUBICLES? FRISBIE

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